

Baby Food Packaging in South Africa

October 2023

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Baby Food Packaging in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ease of transportation supports flexible plastic and folding cartons as packaging for dried baby food

Brick liquid cartons preferred for liquid milk formula as lightweight packaging option

Metal tins lead packaging format for powder milk formula as they provide effective protection

PROSPECTS AND OPPORTUNITIES

Flexible plastic to become increasingly popular as convenient packaging format for milk formula

Demand for small pack sizes is set to grow, driven by changing consumer mindset

Baby Food Packaging in South Africa - Company Profiles

Packaging Industry in South Africa - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2022: The big picture

2022 key trends

Glass jars popular in packaged food as they help preserve product quality

Consumers prefer smaller pack sizes as they are convenient to use

Environmental concerns are driving the demand for sustainable packaging

Numerous brands use folding cartons as they help in branding

Consumers prefer plastic pouches for home care products as they are lightweight

PACKAGING LEGISLATION

New regulation regarding plastics is set to impact the packaging industry

RECYCLING AND THE ENVIRONMENT

Brand owners focusing on eco-friendly packaging to implement a circular economy

Table 1 - Overview of Packaging Recycling and Recovery in South Africa: 2020/2021 and Targets for 2022

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